

## ORDER



KSNV

**Orders**  
**Order / Rev:** 107197  
**Alt Order #:**  
**Product Desc:** October 2012 Campaign  
**Estimate:**  
**Flight Dates:** 10/06/12 - 10/28/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** GENERAL

**Primary AE:** Kevin Goodell  
**Sales Office:** VEGS  
**Sales Region:** Local

**Agency Name:** Policy Communications  
**Buying Contact:**  
**Billing Contact:**  
 415 S. 6th St.  
 Las Vegas, NV 89101

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Committee to Re-Elect Judge Adriana I  
**Demographic:** A25-54  
**Product Codes:** PLC12  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	62	\$32,975.00	\$28,028.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	62	\$32,975.00	\$28,028.75	0.00
<b>Totals</b>	<b>62</b>	<b>\$32,975.00</b>	<b>\$28,028.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/08/12	10/24/12	Today Show Today Show	CM	658a-9am	-----	:30	0	\$600.002		0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-W-F--		3				\$600.00		0.00			
		Week: 10/15/12	10/21/12	-T-T---		2				\$600.00		0.00			
		Week: 10/22/12	10/28/12	M-W----		2				\$600.00		0.00			
N 2	KSNV	10/17/12	10/24/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	-----	:30	0	\$450.002		0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1				\$450.00		0.00			
		Week: 10/22/12	10/28/12	--W----		1				\$450.00		0.00			
N 3	KSNV	10/06/12	10/20/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----	:30	0	\$450.002		0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$450.00		0.00			
		Week: 10/08/12	10/14/12	-----S-		1				\$450.00		0.00			
		Week: 10/15/12	10/21/12	-----S-		1				\$450.00		0.00			
N 4	KSNV	10/14/12	10/28/12	News 3 Today - SUNDAY News 3 Today - SUN	CM	9am-930a	-----	:30	0	\$250.002		0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$250.00		0.00			
		Week: 10/15/12	10/21/12	-----S		1				\$250.00		0.00			
		Week: 10/22/12	10/28/12	-----S		1				\$250.00		0.00			
N 5	KSNV	10/11/12	10/25/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	-----	:30	0	\$450.002		0.00	NM	6	\$2,700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KSNV	10/11/12	10/25/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-----	:30	0	\$450.002		0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---					1	\$450.00		0.00			
		Week: 10/15/12	10/21/12	M-W-F--					3	\$450.00		0.00			
		Week: 10/22/12	10/28/12	-T-T---					2	\$450.00		0.00			
N 6	KSNV	10/15/12	10/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-----	:30	0	\$750.002		0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-W----					2	\$750.00		0.00			
		Week: 10/22/12	10/28/12	M-W----					2	\$750.00		0.00			
N 7	KSNV	10/10/12	10/25/12	M-F Early News M-F Early News	CM	5-630p	-----	:30	0	\$900.002		0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WT---					2	\$900.00		0.00			
		Week: 10/15/12	10/21/12	--WT---					2	\$900.00		0.00			
		Week: 10/22/12	10/28/12	--WT---					2	\$900.00		0.00			
N 8	KSNV	10/08/12	10/23/12	Rachael Ray Rachael Ray	CM	11am-12pm	-----	:30	0	\$225.002		0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$225.00		0.00			
		Week: 10/15/12	10/21/12	MT-----					2	\$225.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$225.00		0.00			
N 9	KSNV	10/18/12	10/18/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	-----	:30	0	\$2,100.002		0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---					1	\$2,100.00		0.00			
N 10	KSNV	10/07/12	10/28/12	Sunday Today Sunday Today	CM	7a-8am	-----	:30	0	\$500.002		0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$500.00		0.00			
		Week: 10/08/12	10/14/12	-----S					1	\$500.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$500.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$500.00		0.00			
N 11	KSNV	10/08/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-----	:30	0	\$775.002		0.00	NM	3	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$775.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$775.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$775.00		0.00			
N 12	KSNV	10/09/12	10/24/12	Noon News Noon News	CM	12-1230pm	-----	:30	0	\$275.002		0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---					2	\$275.00		0.00			
		Week: 10/15/12	10/21/12	-T-T---					2	\$275.00		0.00			
		Week: 10/22/12	10/28/12	--W----					1	\$275.00		0.00			
N 13	KSNV	10/10/12	10/25/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-----	:30	0	\$225.002		0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----					1	\$225.00		0.00			
		Week: 10/15/12	10/21/12	M-W----					2	\$225.00		0.00			
		Week: 10/22/12	10/28/12	-T-T---					2	\$225.00		0.00			
N 14	KSNV	10/07/12	10/28/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----	:30	0	\$900.002		0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$900.00		0.00			
		Week: 10/08/12	10/14/12	-----S					1	\$900.00		0.00			
		Week: 10/15/12	10/21/12	-----S					1	\$900.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$900.00		0.00			
N 15	KSNV	10/06/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----	:30	0	\$325.002		0.00	NM	4	\$1,300.00

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N 15	KSNV	10/06/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----	:30	0	\$325.002		0.00 NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S-		1				\$325.00		0.00		
Week:		10/08/12	10/14/12	-----S-		1				\$325.00		0.00		
Week:		10/15/12	10/21/12	-----S-		1				\$325.00		0.00		
Week:		10/22/12	10/28/12	-----S-		1				\$325.00		0.00		
												Totals	62	\$32,975.00